

Rep Order# 6866121 Ver# 1 Status New Traffic Order# Printed: 10/23/2012 11:53 AM 1 of 3

EC'd Yes Last Received: 10/23/2012 10:22 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 2174 Agency C/P1/P2/E 95/101/2174 Salesperson Phone# 215-567-6005  
Buyer Dan Nagelberg Flight Dates 10/24/2012 - 10/29/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 11,775  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
	2	W-F	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/24-10/26	1	1	1	\$250.00	
	3	W-F	7P-730P	ENT TONIGHT 30<	:30	\$600.00	10/24-10/26	1	1	1	\$600.00	
	4	W-F	730P-8P	INSIDER<	:30	\$600.00	10/24-10/26	1	1	1	\$600.00	
	5	SA	7P-8P	ENT TONITE60 W	:30	\$175.00	10/27-10/27	1	1	1	\$175.00	
	6	M	8P-10P	VOICE	:30	\$2,200.00	10/29-10/29	1	1	1	\$2,200.00	
	7	M	10P-11P	REVOLUTION	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	13	F	10P-11P	DATELINE	:30	\$900.00	10/26-10/26	1	1	1	\$900.00	
	14	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00	
	15	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$2,500.00	10/28-10/28	1	1	1	\$2,500.00	
	16	M	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	17	M	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
	18	M	7P-730P	ENT TONIGHT 30<	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
	19	M	730P-8P	INSIDER<	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	

---REPORT TOTALS---

Report Totals: 16 / \$11,775.00

---SALES MONTHLY TOTALS---

Oct 12: 10 / \$7,125.00    Nov 12: 6 / \$4,650.00  
Sales Totals: 16 / \$11,775.00  
Station Totals: 16 / \$11,775.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$36,789	CATV 0%	WAVY 19%	WGNT 14%	WPXV 0%	WTKR 16%
		WTVZ 11%	WVBT 26%	WVEC 14%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

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Product BARACK OBAMA  
Estimate# 2174  
Buyer Dan Nagelberg  
Phone#  
Fax#

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3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/2174  
Flight Dates 10/24/2012 - 10/29/2012  
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